

Design and art direction

Portfolio by Angela Blumen

November 2019

Weather icons

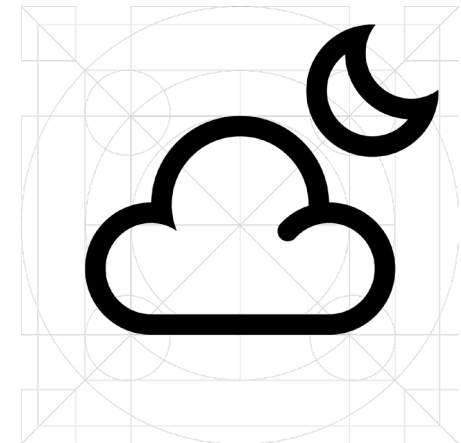


While at Blixt&Dunder I designed weather and site icons for DMI's new homepage. The aim was to make them more modern, soft and simple. Moreover, I have also conducted UX research on how the audience interprets the icons.

Additionally, I helped "translate" the desktop view of the homepage into mobile view.

You can read more about the process [here](#).

Grid for icon design



Client: Soluna

Photography, art direction

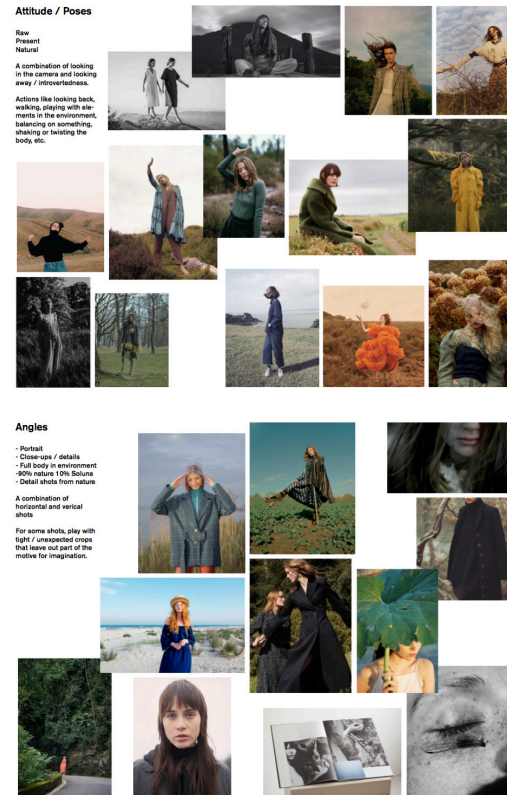
Workplace: Freelance / In collaboration
with Jetzt&Immer

Moodboard

Jetzt&Immer and I worked together
on art directing the shoot and
look/feel of Soluna's new EP.

Our inspiration came from her home
island of Bornholm, where rough
nature and wind have shaped
beautiful the surroundings.

Photography by me.
Album cover design by Jetzt&Immer.



Client: Mum's Guild

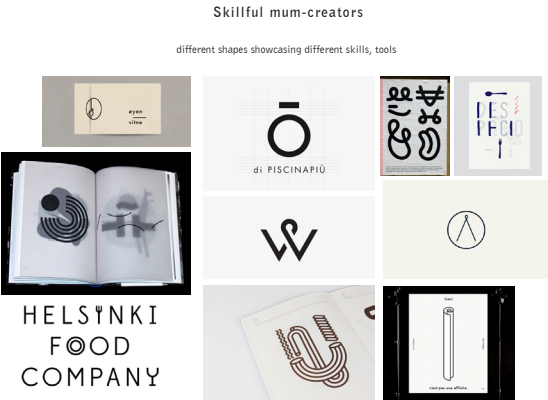
Icon design, branding

Workplace: High Tide NYC

Created at High Tide NYC with Nina Liliebjerg-Heder. I have art directed the look-and-feel of this project while working with Nina on the icons and logo interchangeably.



Moodboard



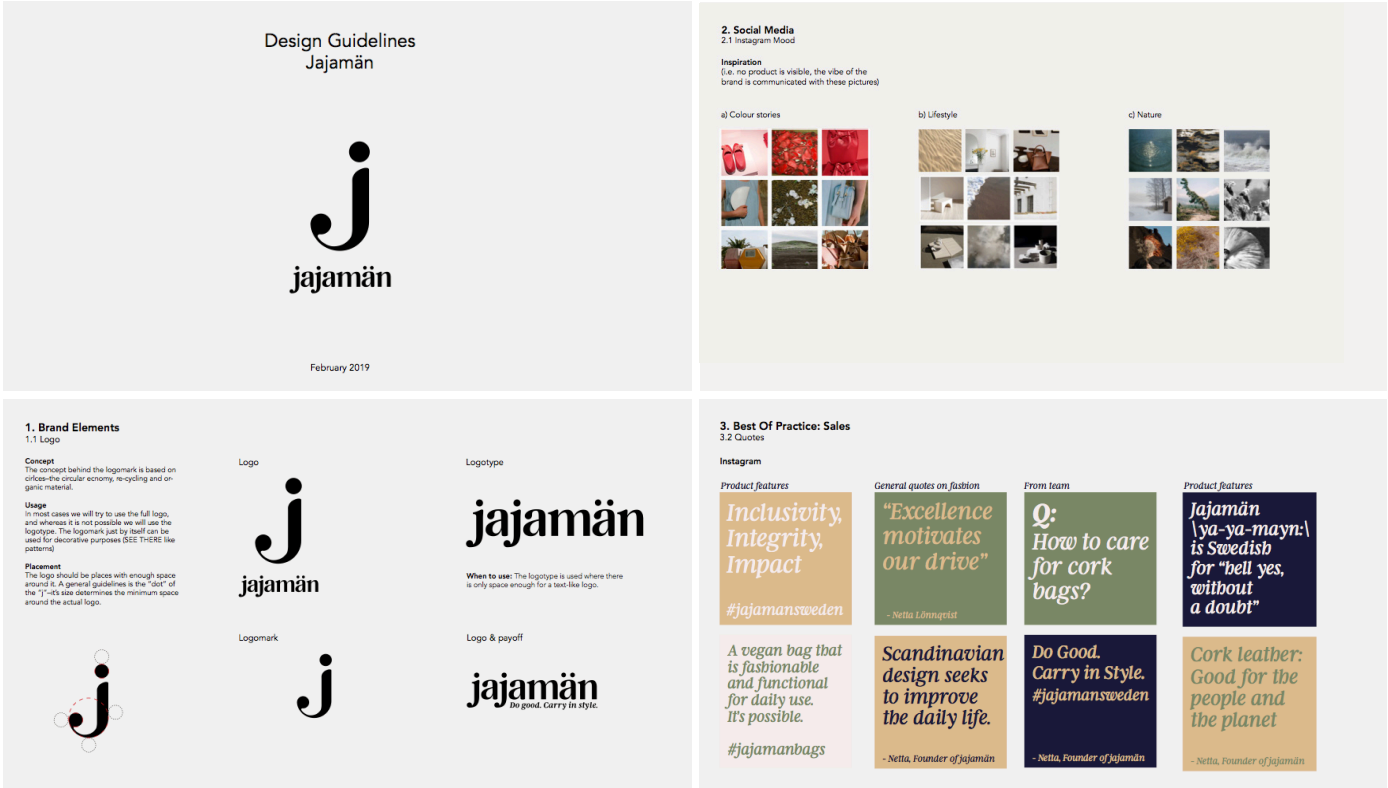
Logo



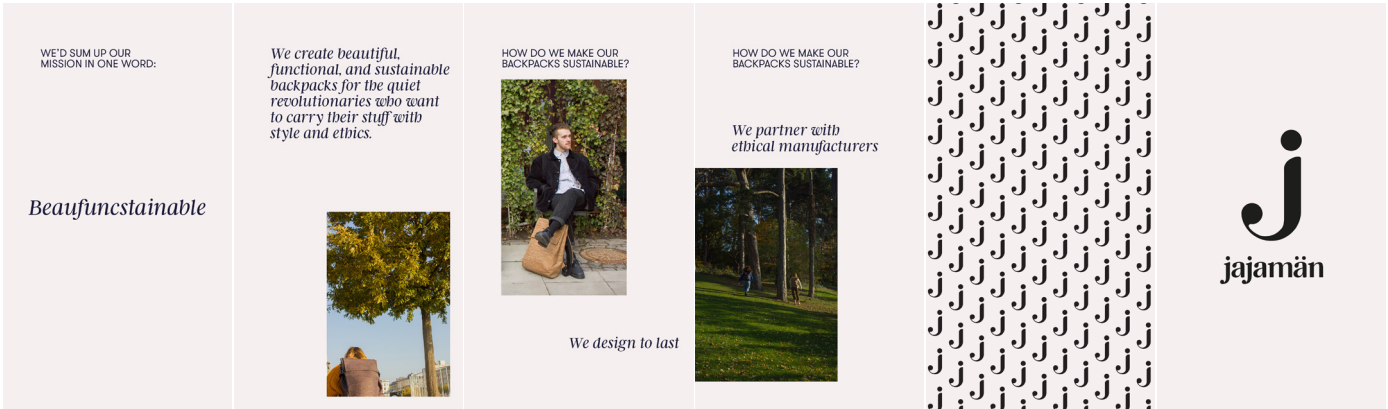
Jajamän, a sustainable cork-leather backpack hired me to do everything from setting the tone of the brand, to designing the visual guidelines and producing visual content for social media.

Their Kickstarter campaign was succesfully funded in April 2019.

Instagram



Instagram stories



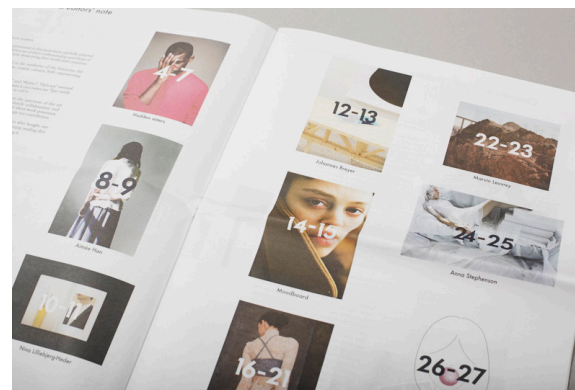
Sucre Paper: self-initiated magazine

Publishing, art direction, editorial design, branding

Independent publishing

Sucre Paper is a self-initiated and -published magazine of 5 issues from 2013-2019. It contains up-and-coming artists in the fields of photography, fine arts, and fashion.

I have curated, designed and promoted it by myself.



Client: Sea Together

Publishing, art direction, editorial design, branding

Volunteering

From issue #2

I did art direction and design for this non-profit, girls only surf magazine. The entire process was a side project of the editor, Brianna Ortega from Portland, Oregon, and me. We have collaborated on distance on both issues, for the Kickstarter campaigns and social media planning.

Insta: [@sea.together](https://www.instagram.com/sea.together)

[Kickstarter 1](#)

[Kickstarter 2](#)



Client: Navet (band)

Branding, art direction

Workplace: Freelance

Navet was a Swedish electro-pop band based in Stockholm.

I re-branded Navet's visual identity and created simple album covers for their LP and EPs.

The colors are a translation of the sweet pop music of the band.



NAVET
Fever Dreams



An in-house project where I developed the UX/UI of a potential sailing app. Certain features from this project have been adopted in the dmi.dk site and app.

